



Brief for Growing Museums

Coach Tours Consultation and Development role.

Background to the Torbay Growing Museums Partnership

The Growing Museums Project funded by Arts Council England builds directly on previous ACE investment which has enabled significant changes and now provides a unique opportunity to implement next steps towards a resilient and sustainable museum sector in Torbay. This exciting project works across the three accredited museums of Torbay - Torre Abbey (TA), Torquay Museum (TQM) and Brixham Heritage Museum (BHM).

As the project enters its final 6 month period it is proposed that elements of the current underspend are used to action collaborative opportunities between the three partners.

The National Context.

According to Coach Tourism Association figures the British coach tour operator sector generates £2.35 billion annually. The benefits of developing relationships with coach tour operators has recently been the focus of work by The Audience Agency see <https://www.theaudienceagency.org/insight/audiences-on-tour>

The Local Context.

A large number of coach tours come to Torbay each year and many of these tours operate throughout the winter season. By researching, developing and implementing a plan to grow visitor numbers by engaging with tour operators meets the aspirations of the Growing Museums project in increasing low-season business and developing a meaningful strategic relationship between TQM, TA and BHM. This work will deliver a realisable outcome to enhance the sustainability of all three organizations. It may also form a model for future collaborative visitor development and other joint working.

Consultant Brief

An individual consultant or organisation will be appointed to deliver 30 days of activity. To research, develop an action plan, and implement an offer to coach tour companies which brings together TQM, TA and BM in a combined visitor offer. In addition we would welcome recommendations as to how to develop our relationship with the many language schools in the area. (This element of project should take up around 20% of the allocated time)

Work schedule

1. 10 days research
2. 10 days development of an action plan
3. 10 days implementation

Outcome: creation of combined coach tour offer agreed by all three organisations and the implementation of this offer through relationships developed with multiple coach tour companies.

Line Management and Location

This successful candidate will be able to hot desk at Torre Abbey Museum or work from home – this will be arranged with the manager Torre Abbey who will be managing this project.

Budget and Timescale

The maximum amount available for this role, including VAT, travel and expenses is £5,000. The Consultants should quote a fixed price quote, identifying separately fees, travel and other expenses. A full fee breakdown, including day rates of all personnel involved should be included in the proposal.

1. This brief will be released on the 20th Nov 2017.
2. There will follow a three week period for responses. (Closing date Friday 8th December 2017)
3. Appointment of the consultant will be made in December 2017.

Applications

Applications: Cover letter and CV via email to:

Mischa.Eligoloff@torbay.gov.uk

Should set out their proposed methodology and a cover letter/CV.

The application should include:

- An understanding of the purpose of the project
- Where you would source or capture the research
- Your previous and relevant experience
- Identification of any museums, partners, stakeholders or specific individuals to be interviewed;
- Timeline of evaluation activity and key milestones.

Background Information

The project partners are the three accredited museums within Torbay - the English Riviera, all at least in part funded by Torbay Council.

Torre Abbey Museum

Torre Abbey was founded in 1196 and is Torquay's most historic building. As well as its abbey ruins it houses a nationally important collection of paintings and antiques. It hosts a changing programme of exhibitions, events and workshops.

Torquay Museum

Torquay Museum is Devon's oldest museum, created in 1845 and is still an independent Museum and a registered charity. The museum houses international important geological, archaeological and ethnographic collections. A variety of temporary exhibitions and a programme of events are delivered throughout the year. In 2016 its Quaternary Cave Collections and Archive were designated.

<http://torquaymuseum.org/xham> Heritage Museum

Brixham Heritage Museum was founded by Brixham Museum & History Society in 1958. It tells the story of the Riviera's oldest town, from the Stone Age through to the present day, using a strong nautical flavour. Particular emphasis is given to Brixham's fishing and ship building industries, also to the Berry Head Napoleonic Fort and Brixham's prehistoric 'Bone' Caverns and the Berry Head Napoleonic Fort

Links

<https://cornwall365.org.uk/visitors-sightsee-famous-monuments-go-guided-tours/>
<https://www.visitbritain.org/inbound-tourism-trends>